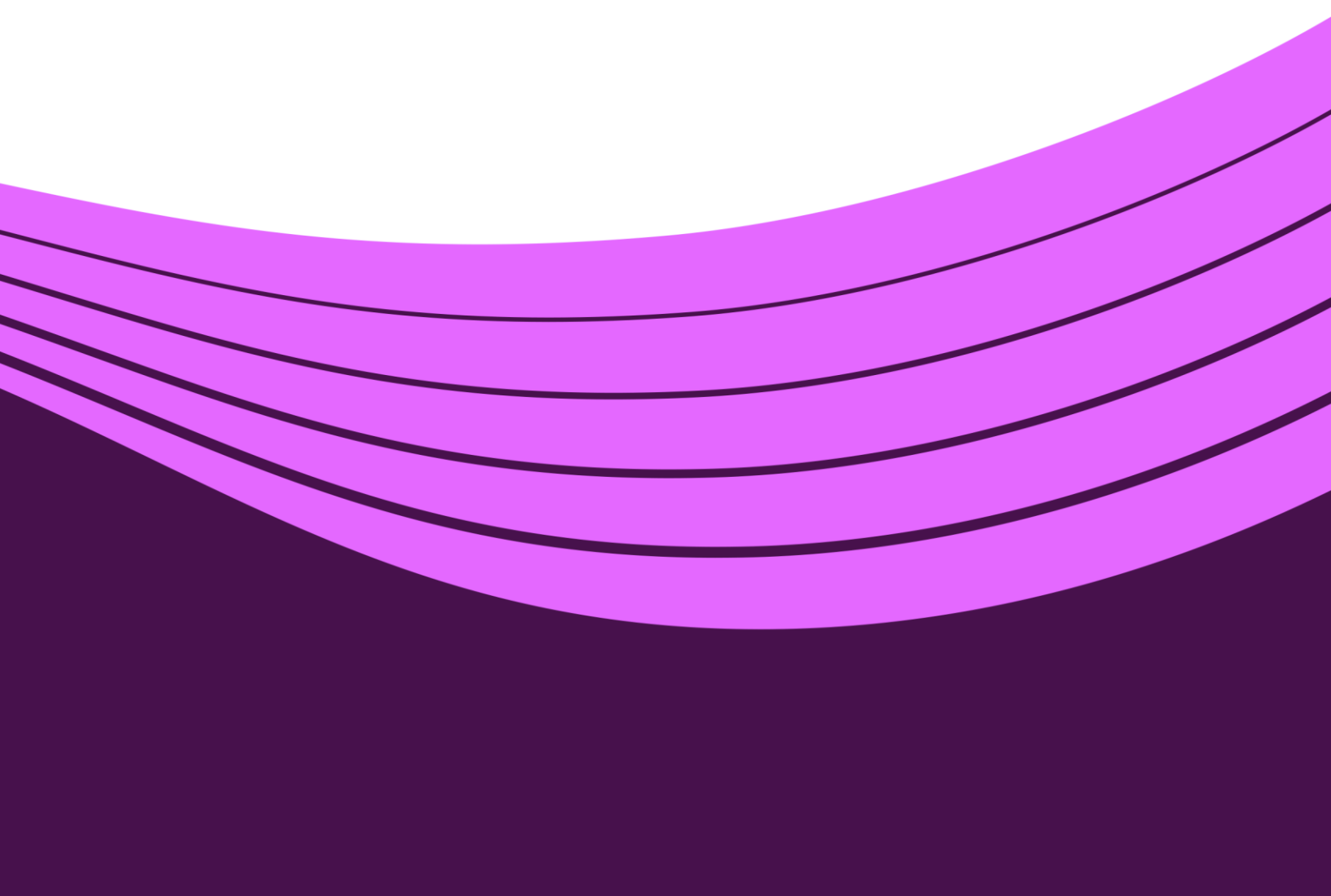




GUIDE

Shared Success: A Practical Guide to Partner Track DEI



The Business Value of DEI

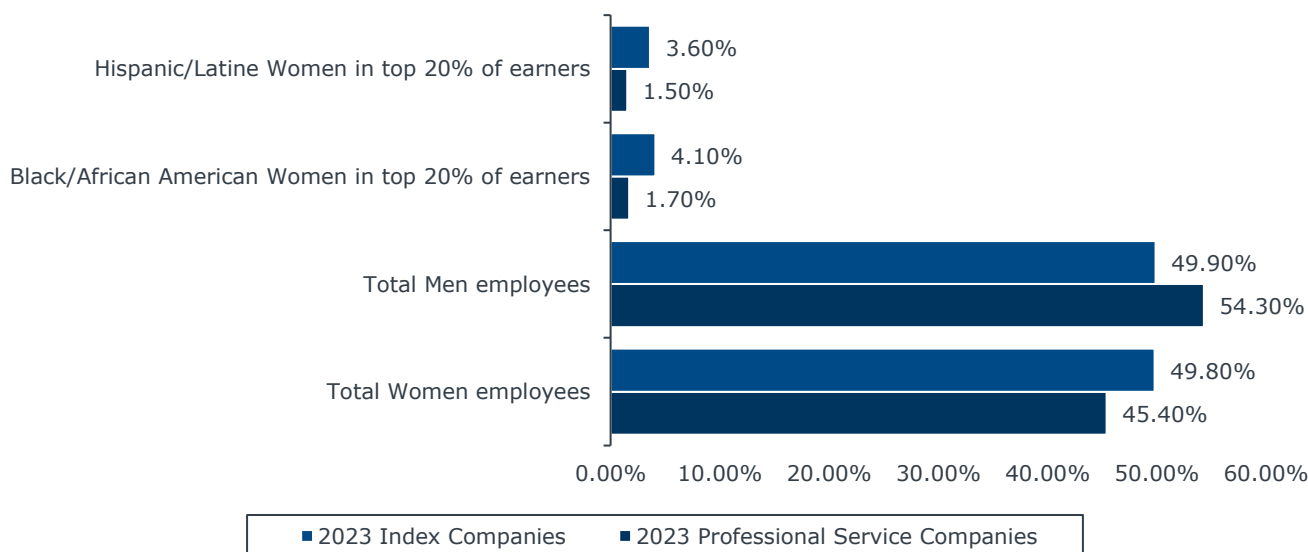
The Impact of Inclusive Partnerships

Diversity, equity, and inclusion (DEI) efforts have been proven to improve the business impact of organizations with a well-implemented strategic plan. In B2B organizations, it's important to consider the relationship between the employees in your organization and those in the organizations you serve.

Many of these organizations have DEI leaders who need assistance with combining company culture and maintaining equity and inclusion for all employees. DEI initiatives can benefit both sides of the B2B model. Partner model businesses have different organizational structures than corporations, requiring specific DEI strategy tailored to their needs and clients. When Chief Diversity Officers (CDOs) and Chief Human Resources Officers (CHROs) approach senior leaders with their DEI strategy, it's paramount that they remind them that both sides will benefit by making DEI a priority.

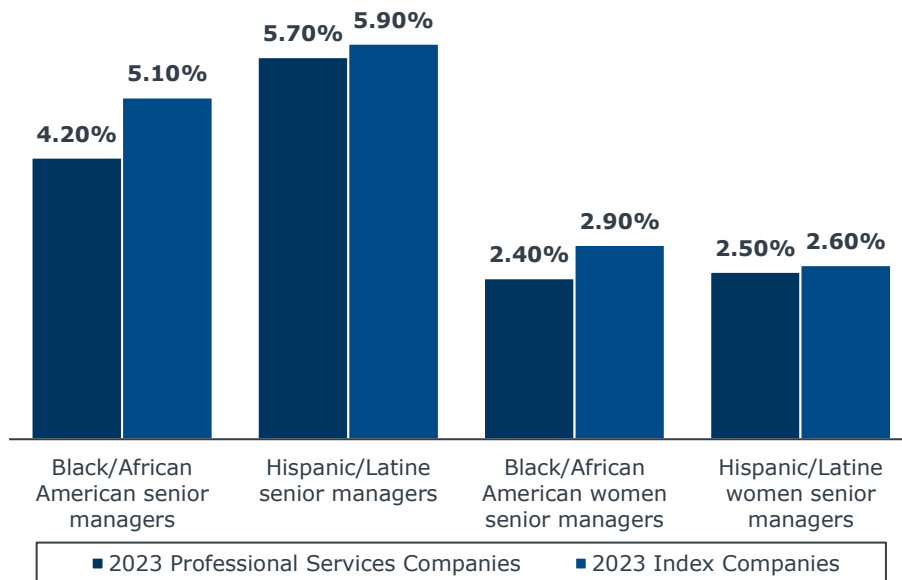
Data on the Demographics

Seramount's annual [Inclusion Index](#) provides organizations the data needed to navigate top trends and opportunities in workplace representation, providing an improvement roadmap to drive internal change. According to the survey's most recent data, the predominantly white and male-dominated professional services sector is falling behind in key DEI progress metrics, particularly the critical focus area of championing the success of historically excluded talent (HET).



Lacking Inclusive Leadership

Seramount data also reveals that HET is poorly represented at the corporate executive level in the sector. Our [research](#) demonstrates that best practices in inclusive leadership lead to better performance in business outcomes.



Source: Seramount surveys and research.

Combining Forces for Increased Impact



Accounting Services

In 2021, it was reported by the AIPCA that in the United States only 2% of Certified Public Accountants are Black.

Legal Services

Clients from underrepresented groups find a diverse workforce more trustworthy.



Management Services

Employees need to understand the challenges that face the talent terrain in an uncertain environment.

Consulting Services

Leaders need to be able to understand how to navigate the workplace during volatile times.



Partner-Track Firms

A well-thought-out DEI strategy is needed in all of the above professional contexts to appropriately address the needs of consumers and clients.



United Leadership

Together, CDOs and CHROs need to develop a strategic plan for their organizations' DEI imperatives in order for them to succeed. When DEI and Talent leaders work together with Seramount experts, partner-facing firms can achieve their full potential, delivering excellent outcomes to their clients, customers, and employees.

Source: Seramount sources and research; Steve Kimble and Stephen Metoyer, Dec. 2022, "Now Is the Time to Address DEI in the Accounting Profession", <https://news.bloombergtax.com/tax-insights-and-commentary/now-is-the-time-to-address-dei-in-the-accounting-profession>; Angelica Cesario, May 2023, "The Benefits of Diversity in the Legal Profession", <https://blog.lawline.com/the-benefits-of-diversity-in-the-legal-profession>.





How Can Seramount Help?

DEI Research Partnership Empowering DEI and HR Leaders Through Today's Toughest Workplace Challenges

What Factors Make DEI and Talent Roles So Challenging?

Tense Workplace Dynamics

- ▶ Shifting demographics lead to competing priorities
- ▶ Evolving legal landscape
- ▶ Divided employee sentiment around socio-political issues

Risk Around Every DEI Decision

- ▶ **Risk of Abandoning Commitments:** Pull back can cause disengagement and friction
- ▶ **Risk of Inaction:** Holding steady can be perceived as non-commitment
- ▶ **Risk of Misstep:** Forging ahead might turn positive intentions into unintended consequences

Balancing Two Equally Vital Roles

- ▶ Maneuver Corporate and Cultural Risks
- ▶ Safeguard Non-Negotiable DEI Investments

Three Pillars of Service to Support Leaders and Their Teams



Rigorous Research with a Global Reach

Deploying proven research methodology to identify how to make change happen

- ✓ Resources to educate stakeholders and accelerate impact
- ✓ Custom research to answer your up-at-night questions



Collective Experience of a Peer Community

Convening DEI and Talent leaders to guide and shape our search for breakthrough ideas

- ✓ CDO roundtables and experience labs
- ✓ DEI practitioner roundtables and hot-topic webinars



Commitment to Applying Lessons Learned

Facilitating buy-in for change and customizing implementation of lessons learned

- ✓ Access to expert advisors to increase your capacity
- ✓ Partner intensives bring insights to your broader team

Learn more about how the DEI Research Partnership can propel your strategy forward by scheduling a call with one of our experts.

seramount.com/contact-us



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